

FORM PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 06/30/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):  
 Blackhawk Marketing Services, Inc.  
 Individual(s)       Association  
 General Partnership     Limited Partnership  
 Corporation - State: Arizona  
 Other \_\_\_\_\_  
 Citizenship (see guidelines) \_\_\_\_\_  
 Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
 Additional names, addresses, or citizenship attached?  Yes  No  
 Name: Blackhawk Network, Inc.  
 Address: 5918 Stoneridge Mall Road  
 Pleasanton, California 94588-2322  
 Country: USA  
 Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship USA  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_  
 If assignee is not domiciled in the United States, a domestic representative designation is attached  Yes  No  
 (Designations must be a separate document from Assignment)

3. Nature of Conveyance:  
 Assignment       Merger  
 Security Agreement     Change of Name  
 Other \_\_\_\_\_  
 Execution Date: June 29, 2006

4. Application number(s) or registration number(s) and identification or description of the Trademark.  
 A. Trademark Application No.(s)  
       76/661,882

B. Trademark Registration No.(s)  
 Additional numbers attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is known):

DESTINATIONCARD

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Jordan S. Weinstein, Esquire  
 OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.  
 Attorneys at Law  
 1940 Duke Street  
 Alexandria, Virginia 22314  
 (703) 413-3000  
 Email: [tmddocket@oblon.com](mailto:tmddocket@oblon.com)  
 OSMMN Ref: 299372US56

6. Total number of applications and registrations involved: 12  
 7. Total fee (37 CFR 2.6(b)(6) & 3.41): \$315.00  
 Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed  
 8. Payment Information  
 a. Credit Card (see attached form)  
 b. Deposit Account Number: 50-2014

9. Signature: Jordan S. Weinstein  
 Signature  
 Jordan S. Weinstein  
 Name of Person Signing

November 14, 2006  
 Date  
 Total number of pages, including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, Virginia 22313-1450

CH \$315.00 502014 76661882

**Exhibit 1**

<b><u>Mark</u></b>	<b><u>Serial No.</u></b>
TICKETCARD	76/661,883
BLACKHAWK FINANCIAL	76/661,884
BLACKHAWK FINANCIAL & DESIGN	76/661,885
FAST FORWARD THE WAY TO PAY	76/661,886
FAST FORWARD BIRD DESIGN	76/661,887
FAST FORWARD THE WAY TO PAY & DESIGN	76/661,888
BLACKHAWK NETWORK & DESIGN	76/661,889
BLACKHAWK NETWORK	76/661,890
BLACKHAWK MARKEGING & DESIGN	76/662,046
BLACKHAWK NETWORK & DESIGN	76/663,838
EVERY CARD TELLS A STORY	76/664,301

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AZ CORPORATION COMMISSION  
FILED

AUG 18 2006

FILE NO. 10831324

ARTICLES OF AMENDMENT  
OF  
AMENDED AND RESTATED ARTICLES OF INCORPORATION  
OF  
BLACKHAWK MARKETING SERVICES, INC.

Pursuant to the provisions of Section 10-1006 of the Arizona Revised Statutes, the undersigned Corporation adopts the following amendment to its Amended and Restated Articles of Incorporation:

FIRST: The name of the corporation is Blackhawk Marketing Services, Inc.

SECOND: The following sets forth the amendment to the following article:

- 1. Name. The name of the corporation is Blackhawk Network, Inc. (the "Corporation").

THIRD: The amendment was adopted and approved by the Board of Directors and the shareholders of the Corporation on June 29, 2006.

FOURTH: The number of shares outstanding and entitled to vote at the time of such adoption was One Hundred Million (100,000,000) shares of common stock. The number of undisputed votes cast for the amendment was One Hundred Million (100,000,000). The number of votes cast for the amendment was sufficient for approval.

DATED: June 29, 2006.

By: Susan S. Rowland  
Name: Susan S. Rowland  
Title: Assistant Secretary

Articles of Amendment-Artisan Corp. 06-0514.DOC

**OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.**  
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Facsimile: (703) 413-2220

**FACSIMILE TRANSMISSION**

I hereby certify that this paper is being facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Date: November 14, 2006

Signature: 

Attorney

**PLEASE DELIVER TO:**

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FROM: Jordan S. Weinstein, Esquire

DATE: November 14, 2006

OUR REF.: Mark: DESTINATIONCARD  
U.S. Appln No. 76/661,882  
299372US56

ENCLOSURE(S): (1) PTO Cover Letter  
(2) Recordation Form Cover Sheet  
(3) Exhibit 1 with additional Applications  
(4) Articles of Amendment of Amended and Restated  
Articles of Incorporation of Blackhawk Marketing Services,  
Inc.

NUMBER OF PAGES INCLUDING COVER LETTER: 5

**IF YOU DO NOT RECEIVE ALL OF THE PAGES, PLEASE CONTACT THE TRADEMARK GROUP AT (703) 413-3000 OR FAX INFORMATION REGARDING MISSING PAGES TO (703) 413-2220.**

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